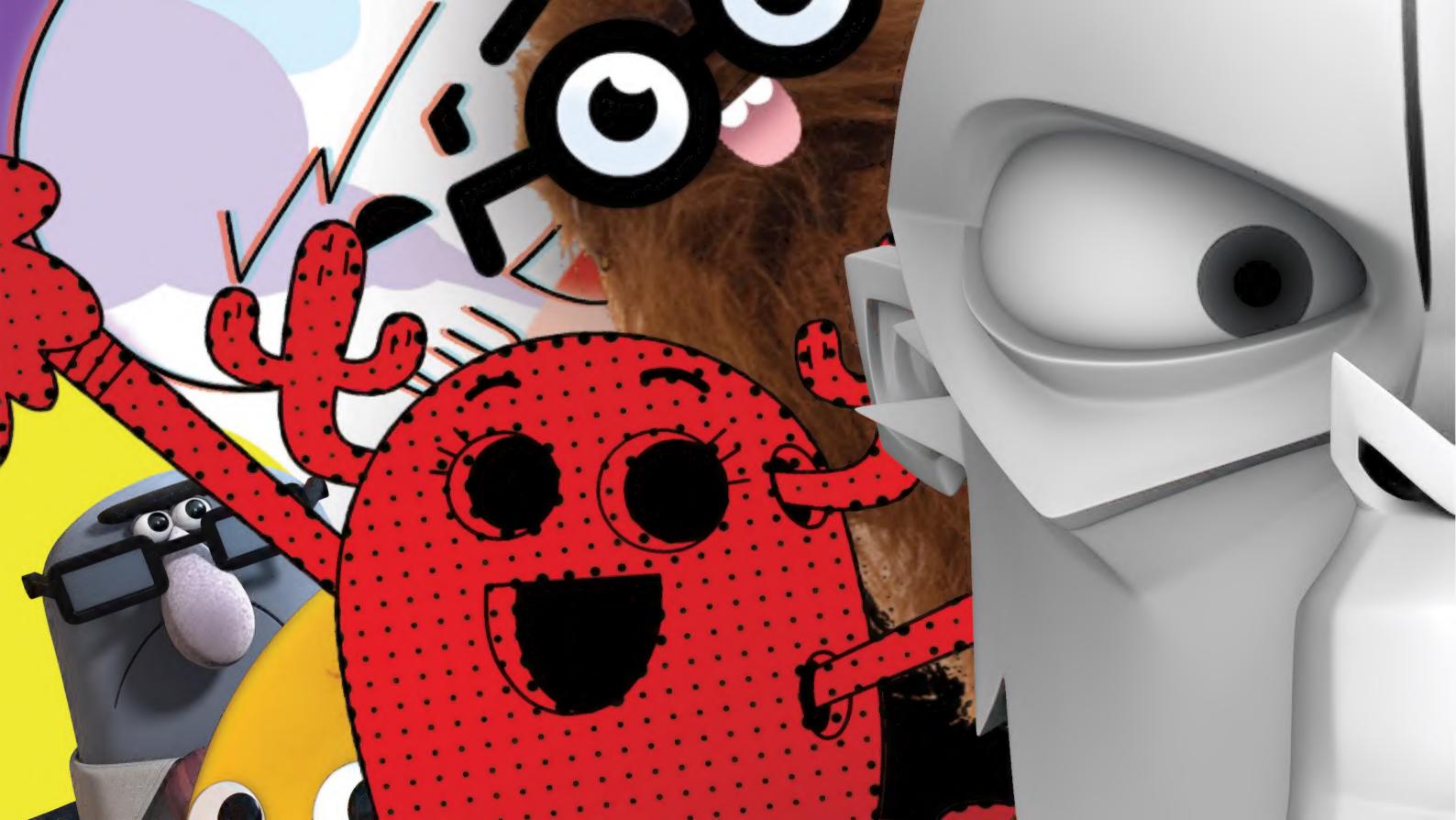


AND HIS FAMILY IN THE WEIRD AND WONDERFUL TOWN OF ELMORE.

THE 36X11 MINUTES SERIES, WHICH COMBINES 2D AND 3D ANIMATION IN A LIVE-ACTION SETTING, IS RIMED PRIMARILY AT CARTOON NETWORK'S CORE AUDIENCE OF KIDS 6-11.



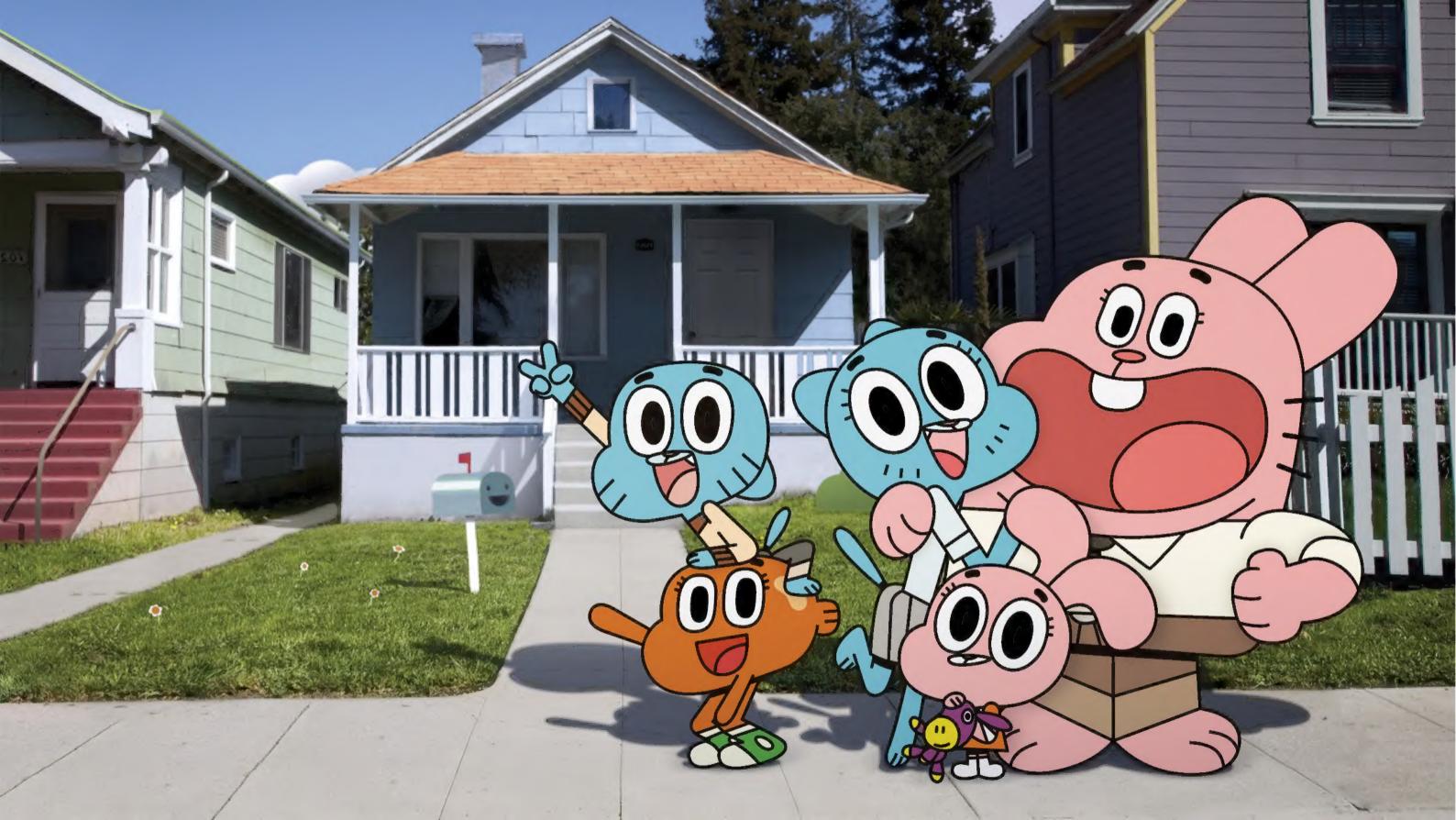


- The Show
- Elmore
- The Waltersons Secondary Characters
- the town
- _ About the stories

THE SHOW

The Wattersons are a totally normal family. Dad is your regular 6"4 pink rabbit who stays at home while Mom works in a rainbow factory. Their kids are pretty standard too - there's Gumball, a blue cat with a giant head; Anais, a 4 year old genius bunny; and Darwin, a pet goldfish who became part of the family when he sprouted legs.

At the heart of the show is Gumball who faces the trials and tribulations of any twelve-year-old kid - like being chased by a rampaging T-Rex, sleeping rough when a robot steals his identity, or dressing as a cheerleader and doing the splits to impress the girl of his dreams. Simple everyday issues we've all been through.







Elmore, USA - POP. 20,000

Gumball's home town of Elmore is every bit as commonplace... a cactus waters his front lawn; a furry slug drives to work; and on the corner a balloon, a potato and a ghost wait for the school bus.

Welcome to The Amazing World of Gumball, where normal just got a little weird...



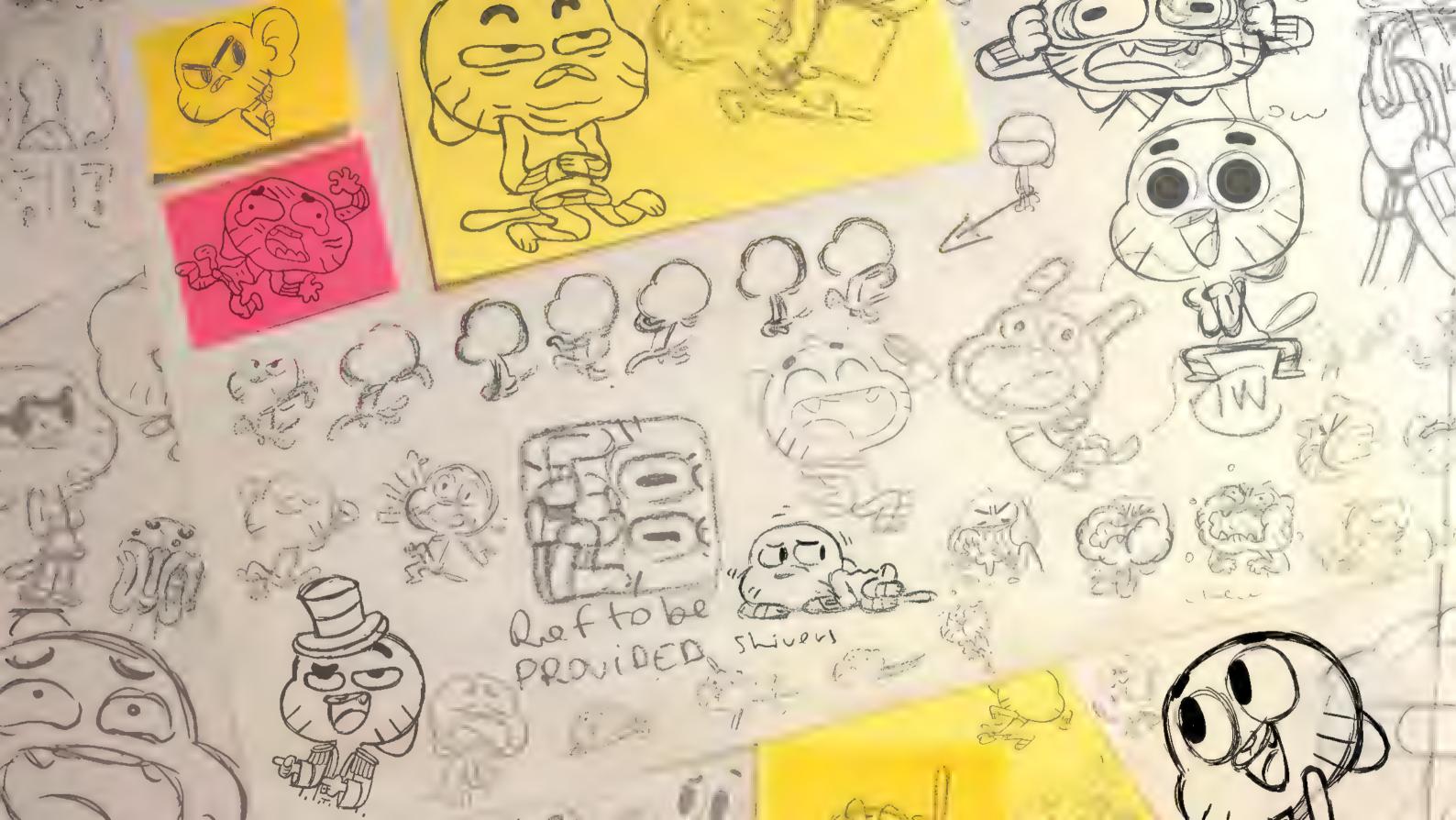
THE WHITESITS

Gumball's family is the beating heart of the show. They are close, supportive, and loving but unfortunately they are also a disaster for the community. It's not their fault though, they're trying their best. It's just that their best is everybody else's worst.

Mom's working hard to provide for everyone, but all this stress has given her a short fuse. Dad will do anything he can for the family, as long as it doesn't involve work. Anais is the smartest of the bunch, but no one will listen to her because she's a baby. And Darwin, well... Darwin's a fish so give him a break. And in the centre of all this, is Gumball.



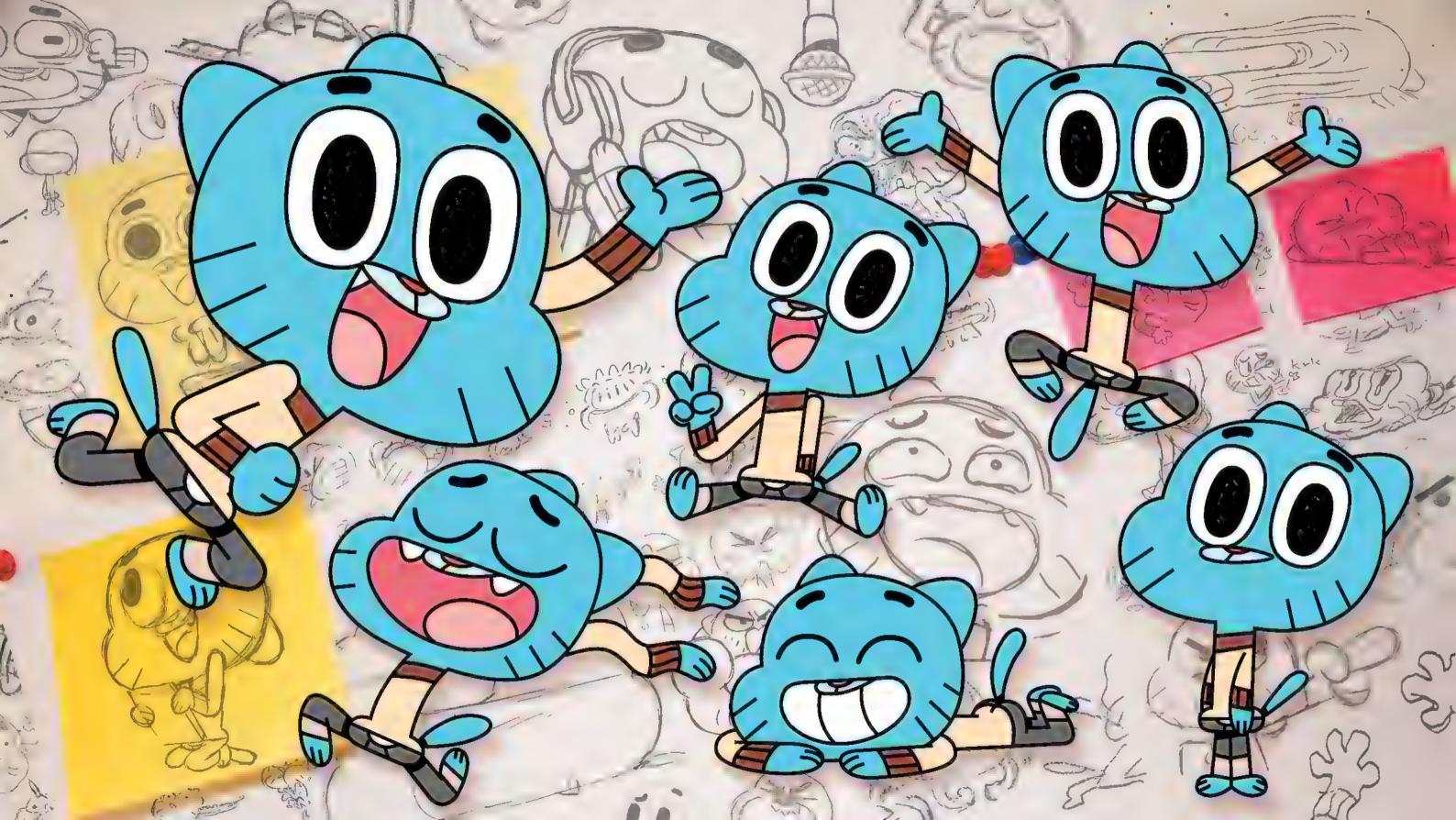






Twelve-year-old Gumball makes up for his charming stupidity with incurable optimism. His positive energy drives the show forward even when the results of his enthusiasm backfire spectacularly, as they often do

He has an epic flair for misadventure and will try anything once, from living naked in the woods to karate-chopping twelve planks with his face. But no matter what happens as a result of his dumb schemes, he always bounces back, even though the only thing he learns from his mistakes, is how to make more.







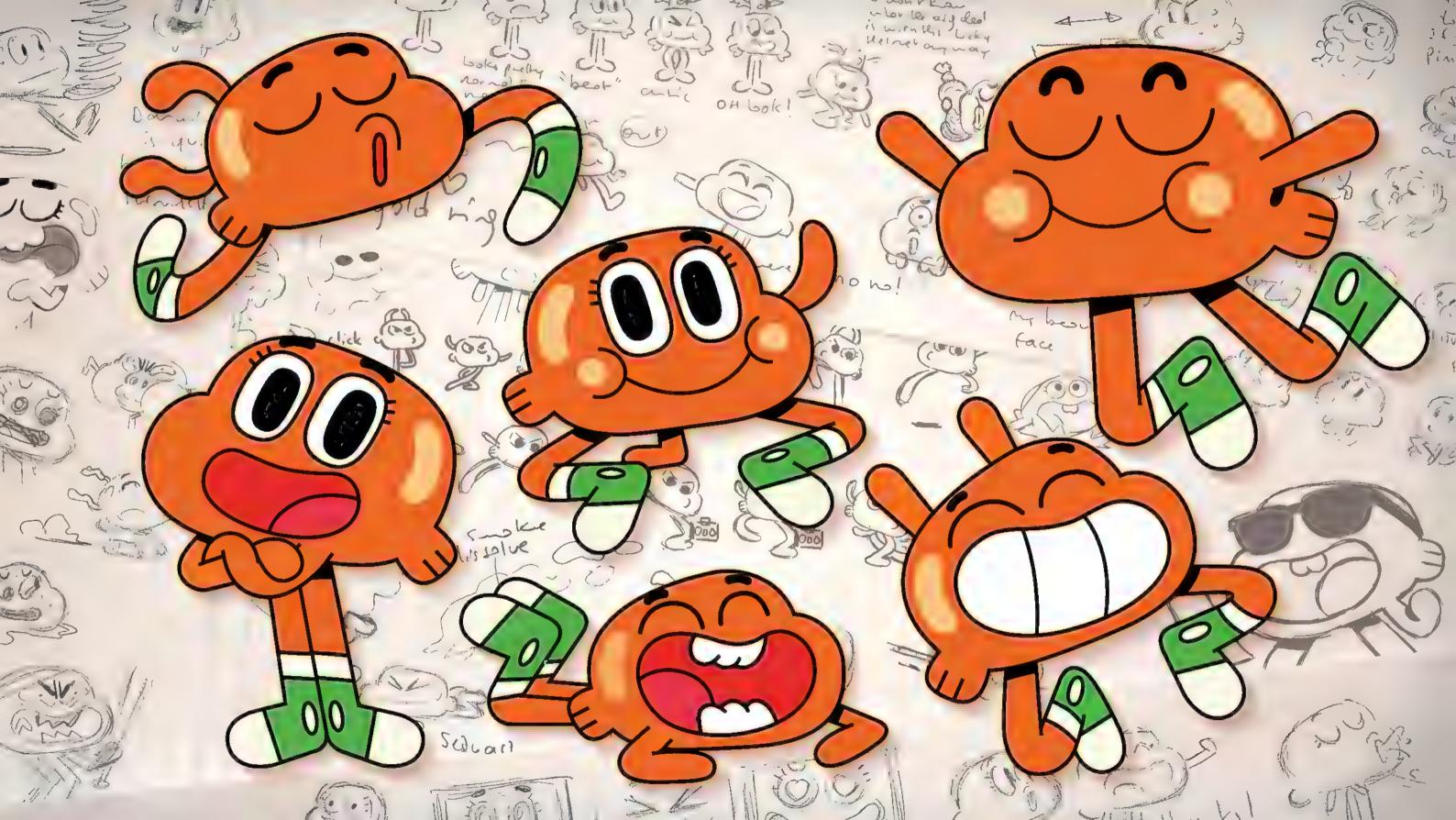




Darwin is ten years old and Gumbell's best friend. Whatever Gumbell's up to, Darwin's in on if too. And although you can bet on his loyalty, you can't bet that he actually knows what's going on.

That's because Darwin is a goldfish. He used to be the family pet until he sprouted legs and joined Gumball's class at school. He still sleeps in a fishbowl, even though he's a little too big for it. But nowadays he's just another member of the family.

Darwin Idolises Gumball, He's innocent, naive, sweet and gentle, and he's always there to revive Gumball's optimism when things are at their worst.







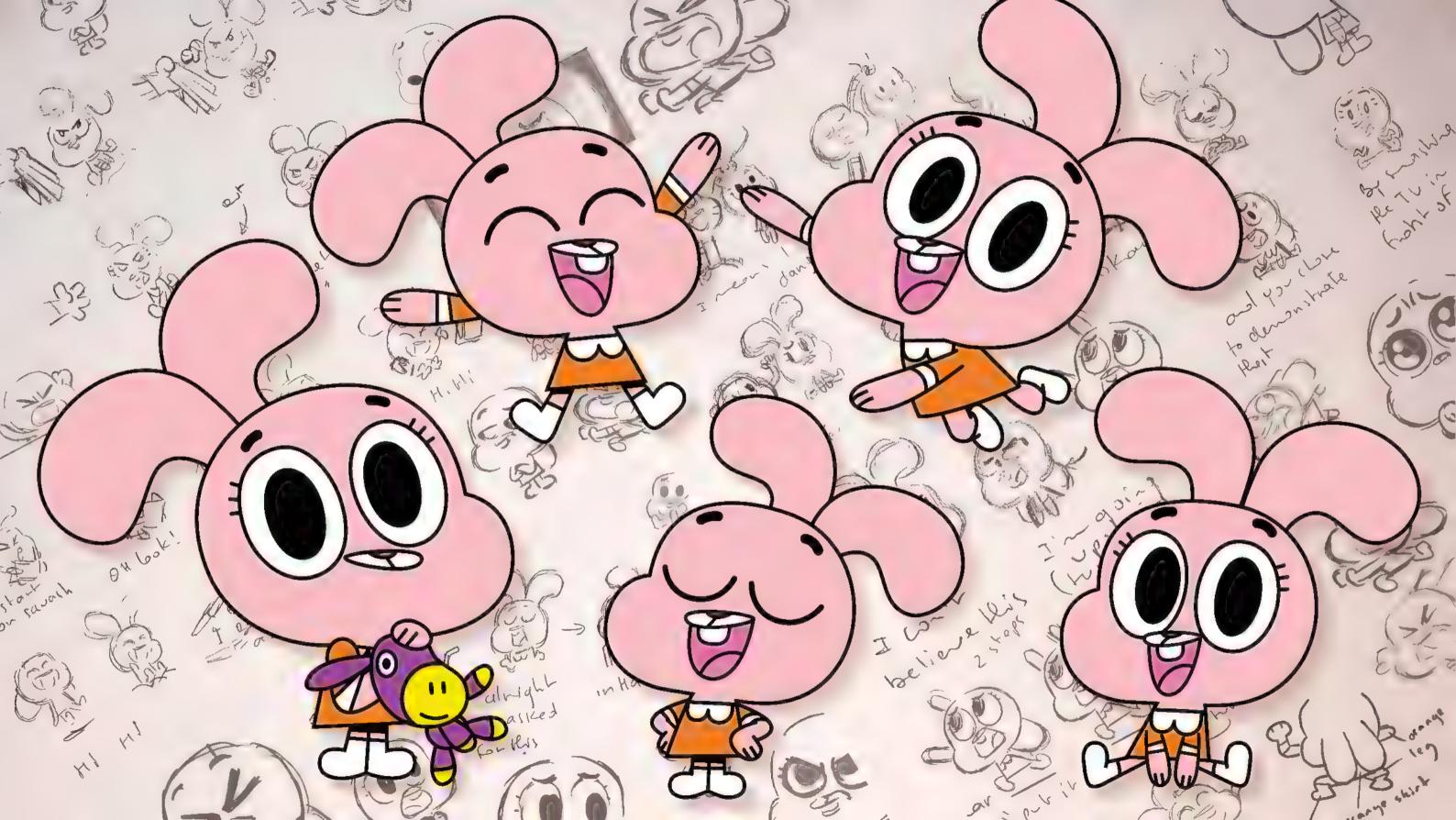




Although Anais is only four years old, she looks after her brother Gumball, and Darwin... and Dad. Pretty much everybody when Mom's away. That's because even though she's a cute, pink bunny, she's got a massive brain.

She's in the junior kindergarten, just down the corridor from Gumball's class. And she's the most intelligent person in the whole show. Not that most people notice. Who's going to take advice from a baby?

She's often stunned by Gumball and Darwin's behaviour. She'll always get them out of trouble, but she'll never spare them the sarcasm.



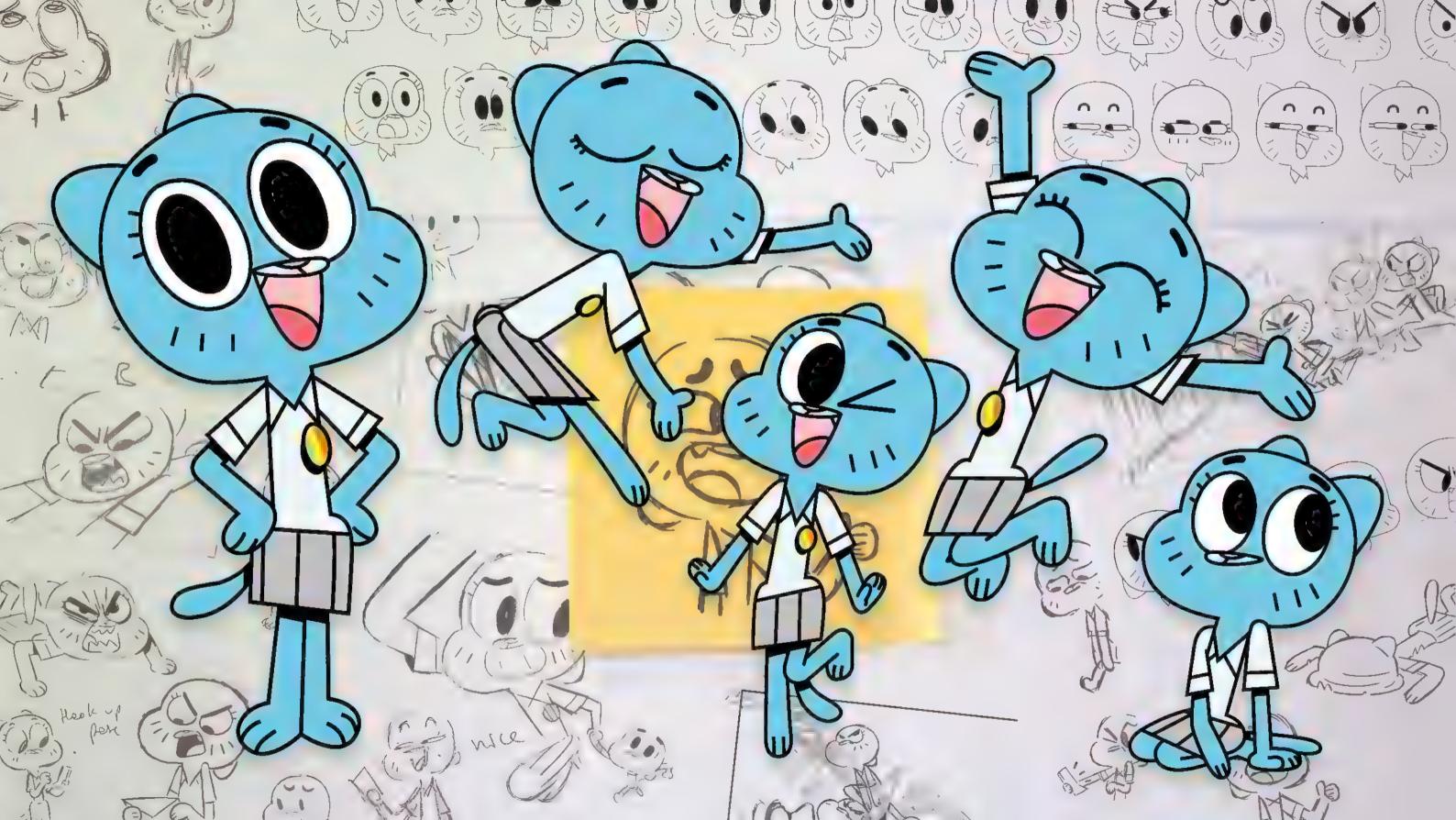


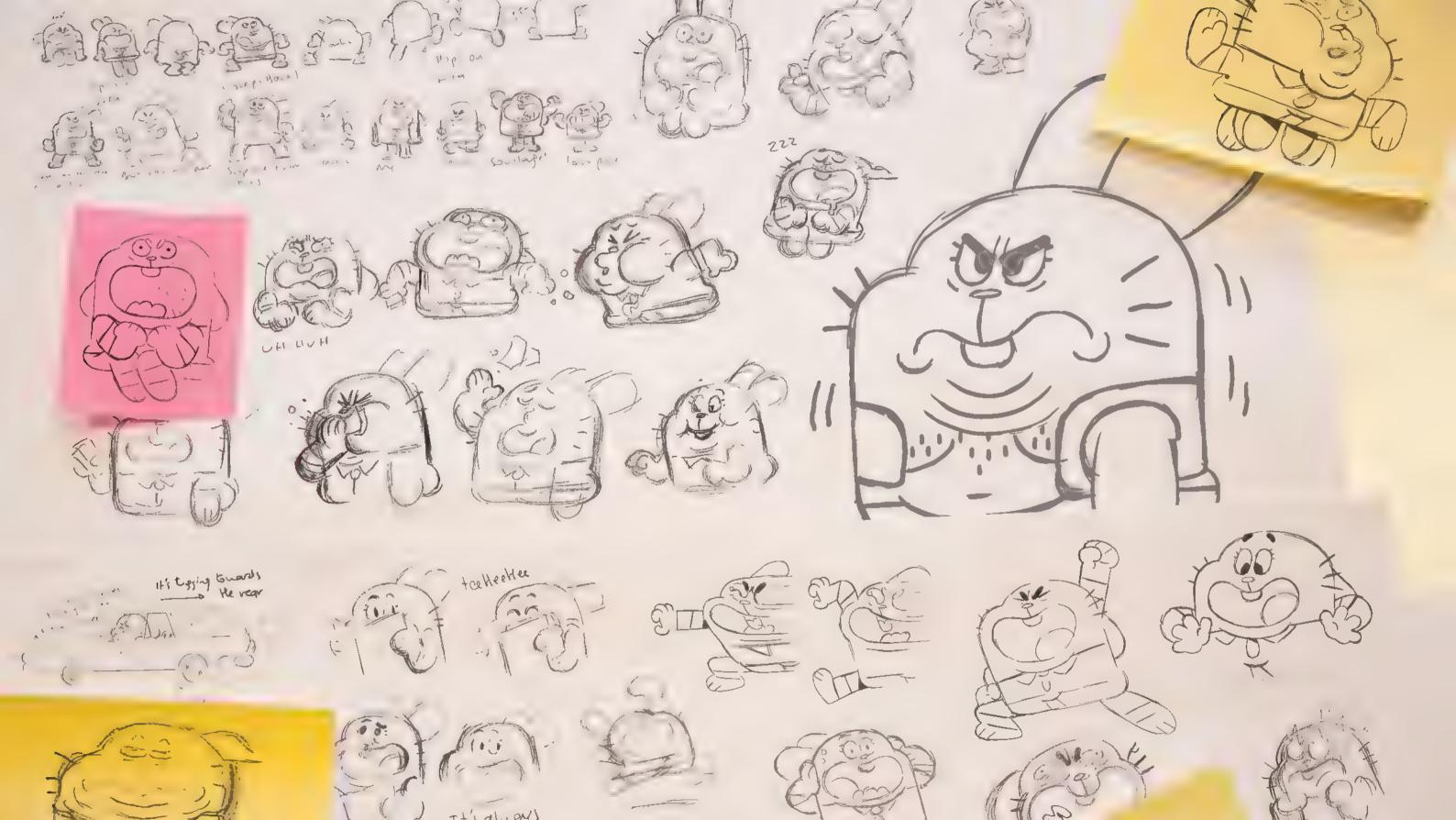


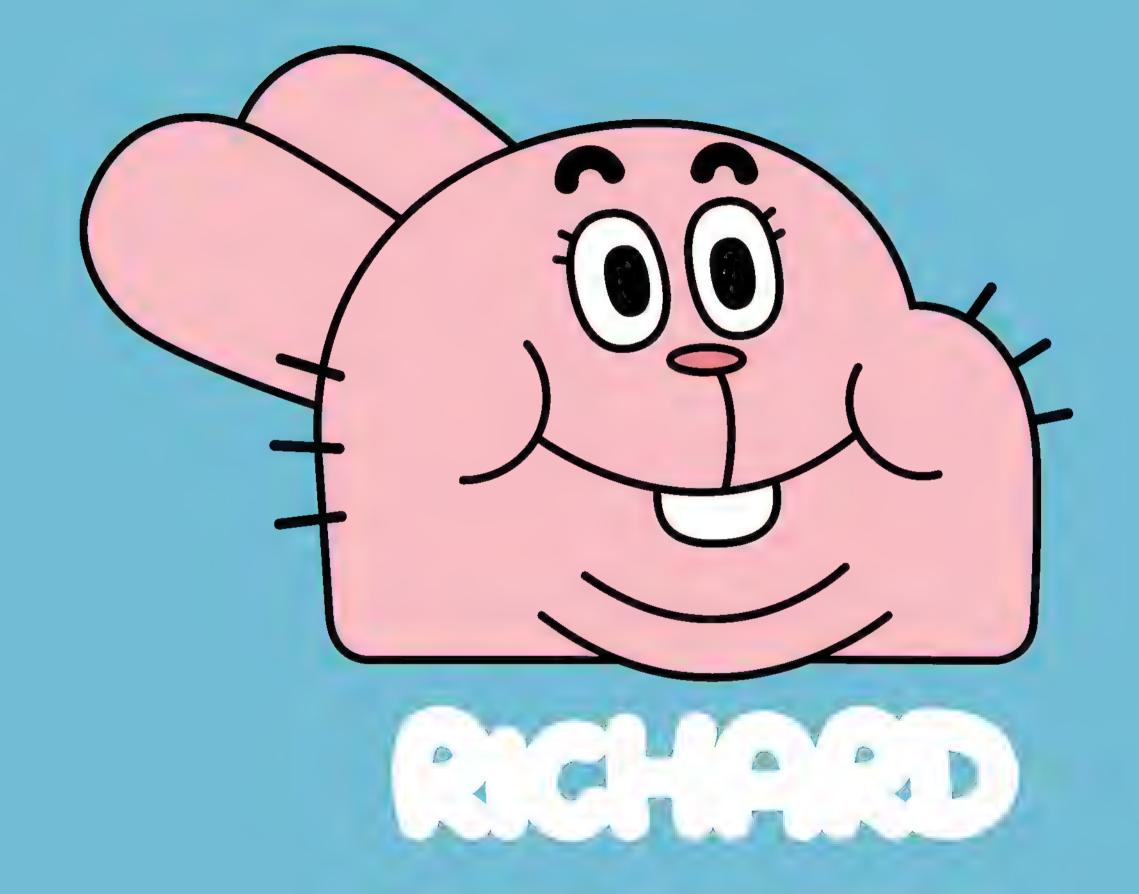
Mom is the only truly responsible person in the family. She's the breadwinner, the pants-Wearer, and the person who sorts things out.

She's a nurturer and a protector – giving attention to Anais, treating Darwin like her own child, and 'encouraging' Gumbell, trying her best to keep him on treck. She's the picture of a perfect mother, open from a slight anger-management problem. When the stress is too much, she will take it out on inanimate objects such as lamp-chades, accelerator peddles, and the nearest wall.

She's the family pit-buil, defending them at every turn. She won't scream at the kids, but she will scream at the neighbours, toachers, builtes – anyone who dares threaten the ones she loves.



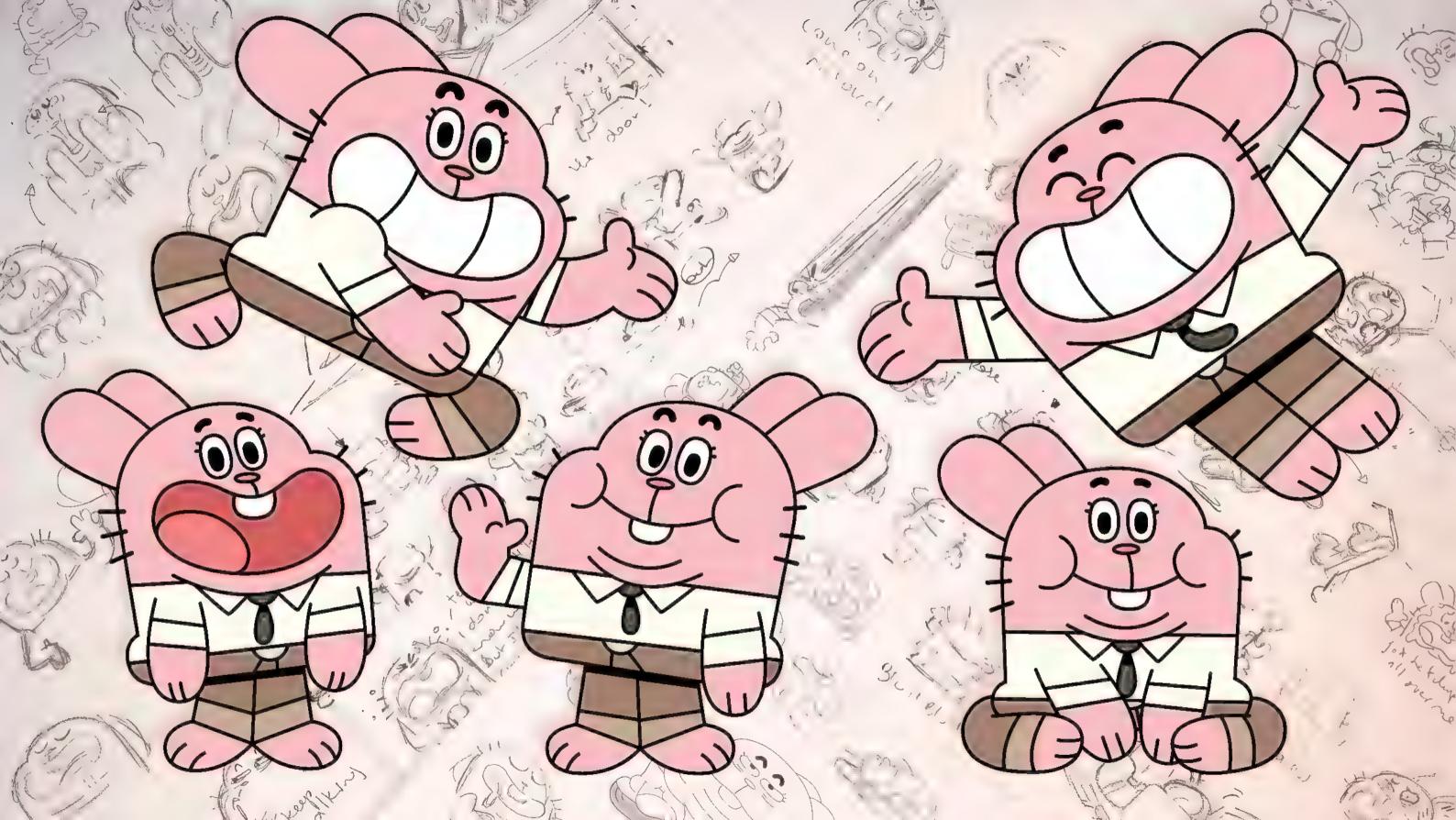




Dad is a giant pink dummy rabbit. Like any good patherch his home is his castle but, in this case, the castle belongs to Mom.

That's because, he's a highly emotional, naive and inept stay-at-home dad. He's not really cut out for work, so he stays at home to 'look after' the kids – spending most of his time playing video games and watching daytime TV.

That doesn't meen he's no good at boing a dad. He loves his kids more than enything in the world. He's well-intentioned, supportive, and devoted, it's just that he's a little under-prepared for life.





THE CERTISINS

Although they only live next door to Gumball's family, the Robinsons think they belong to an altogether different class. They're fussy, petty and small-minded and completely ashamed of their son Rocky.

Gaylord is obsessed with money, status and arguing. Margaret is obsessed with hygiene, gossip, and domestic perfection. But they're both united in their obsessive contempt of the Wattersons.

For some inexplicable reason, Gumball and Darwin hero-worship Mr Robinson, who they mistakenly believe to be a really great guy





R. BROWN

Principal Firmin is a big furry sking the's a useless pandemic who's hope-instity in law with Ms. Simina. The material has me the lite stapped caring about his job and began to tell washly full ownly and of her demands — which means he's tolern his oye of the ball as far as running the salies? It expected





ROCKY

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Penny

Penny is a cute peanut with antlers. She's also a cheerleader, and the apple of Gumball's eye. She's one of the only people to understand him.

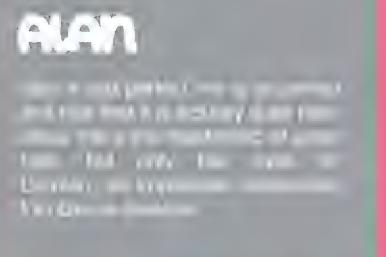
They have a massive crush on each other but are both incapable of expressing it.





Tini-











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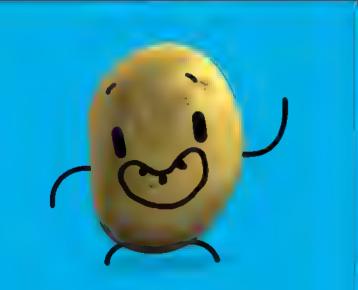


TUBIAS

JAMie

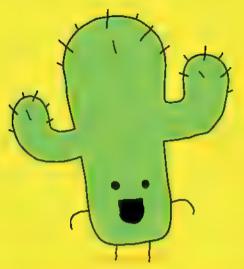
Jamie is a tough cookie. She's Tina's sidekick and also loves to pick on people. Ever since she was held back a year by Ms. Simian, she's developed an extreme resentment for authority and her new classmates.





IDAHO

Idaho is a good ol' potato from the countryside, a rural kid with old-fashioned beliefs and blunt manners. He's always trying to be cool and fit in with the rest of the kids, without much success.



crush on Alan.



carmen

Carmen the cactus is a leader amongst the girls. She's serious and very focused on her studies. Carmen puts a lot of pressure on herself and is an extremely sore loser. She returns ALan's feelings even though she knows it can never be.





MASAMI

Masami the cloud is the spoilt daughter of a wealthy rainbow-factory owner. Prone to tantrums and histrionics, she will often threaten to get someone's parent fired unless she gets her own way. But deep down she's a lonely girl with an unrequited



CLAYTON

Clayton in a Masse-Million pathological list. He communical planted alongs about firmed which mass of the kins believe This just wants to Enlarg and live to live autogrand.



Banana Joe is the class goon. He spends his time laughing at people and never quite realizes that the joke is usually on him. He's a happy fool.



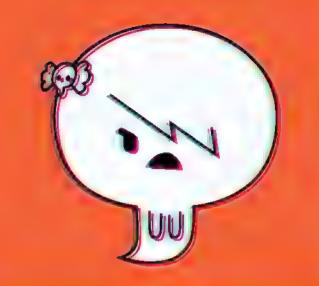
OCHO

Ocho is a small but tough 8-bit spider. Nobody understands his mumbled bleeps. He's a nice guy, as long as you stay on his good side.

BOBERT

Bobert is a true robot-dork. He is by far the smartest kid in class and is Simian's self-appointed teacher's pet. Because of this, most kids don't like Bobert. What they don't realize is that they are hurting his binary feelings.



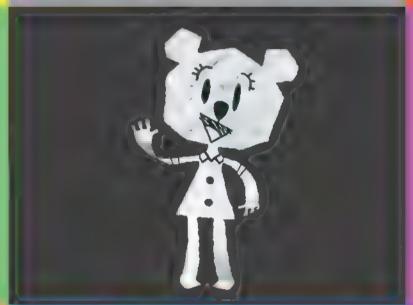


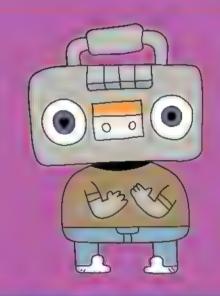
CARRIE

Carrie is a depressed, deadbeat ghost, but she doesn't really have any reason to be so down all the time. Like most EMOs, she enjoys being miserable.



Teri is a hypochondriac paperbear and spends most of her time at the nurse's office. Even though she's a little self-absorbed, she's actually a very nice girl.









restie

Leslie is a delicate, gentle flowerboy who plays the flute in the school band. He always gives great advice when it comes to relationships. Maybe it's because he's always hanging out with the girls.



William the mysterious flying eye is Miss Simian's snitch. He spies on his classmates and only ever speaks when whispering into Ms Simian's ear.







Like most sitcoms the majority of the action takes place in recurring locations such as the family home or Gumball's school. But The Amazing World of Gumball can also expand beyond this to more cinematic and visually exciting locations such as a moonlit junkyard or a spooky forest.



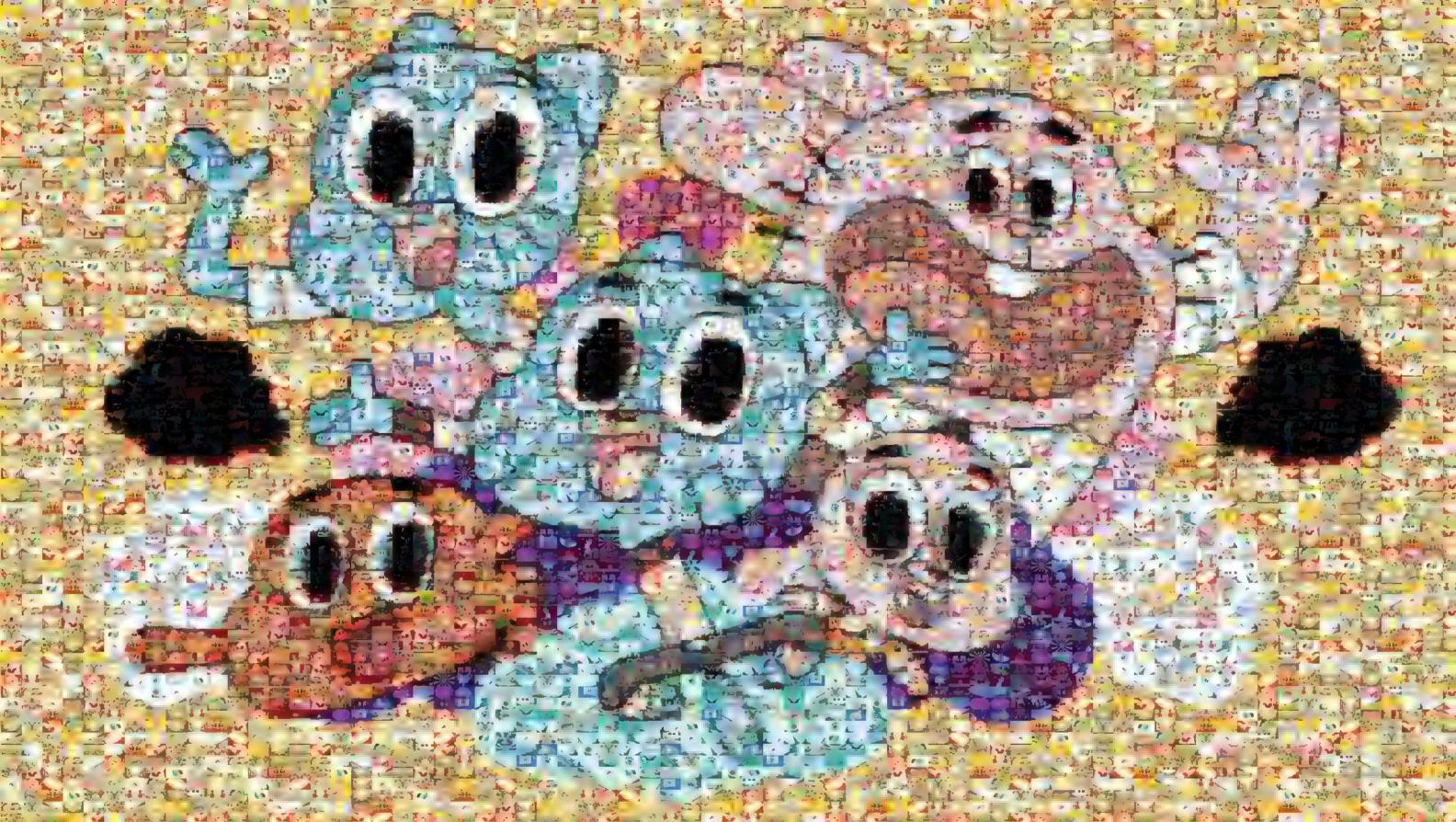












The Amazing World of Gumball takes all the classic elements of a sitcom and then adds layers of unpredictable nonsense. The stones might begin with something as trivial as returning a DVD or finding a plastic wand in a cereal box, but will end up with Gumball hurtling down the freeway in a janitor's bucket or swallowing a pint of sock-juice to keep a ghost from entering his body.

The stories are driven by the characters and their flaws, but their affection for each other always shines through, even if it means having an emotional make-up sequence whilst accidentally being processed in a sewage plant.

Whilst the stories stem from the familiar, the characters' unusual appearance and cartoony qualities allow The Amazing World of Gumball to push the boundaries of a normal sittem.



character lineup

